

NOV 25 1924/

©CIL 20798 ✓ Title Page.

" CRUSHED "

✓ A Photoplay in 2 reels. ✓

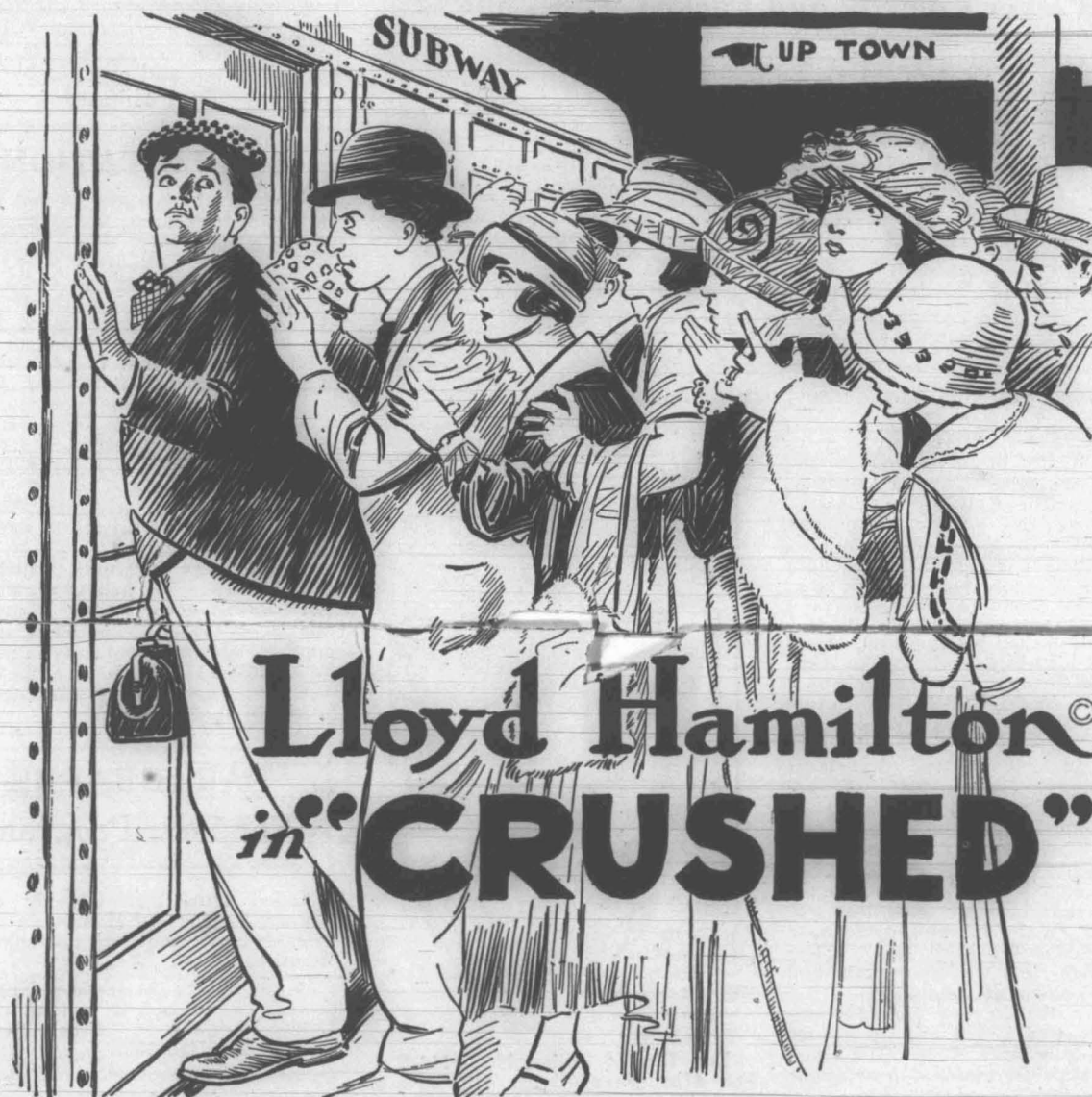
~~Written~~ Directed by Fred Hibbard. ✓

Author of Photoplay LLOYD HAMILTON CORP. U S A. *

NOV 25 1924

11/23/24
PRESS SHEET

HAMILTON
COMEDIES



Lloyd Hamilton
in **"CRUSHED"**

©CIL 20798

Written and directed by Fred Hibbard



EDUCATIONAL FILM EXCHANGES, Inc.

MADE IN U. S. A.

975

YOU'LL AGREE THAT "CRUSHED" IS ONE OF FUNNIEST COMEDIES

Hamilton's Subway Side Splitter Jammed Full of Clever Comedy and Packed with Laughs

You've had funny and side-splitting comedies before, but the big laughing spasm that Lloyd Hamilton's "Crushed" will bring to you and your patrons will make those other comedies seem like a quiet evening at a Quaker meeting!

"Crushed" is a comedy of New York's famous subways. You've heard of the subway jam and the way patient New Yorkers are packed in the underground trains—well, "Crushed" is so packed with laughs that the subway jam is the only thing that compares with it.

"Crushed" is decidedly new and clever. Hamilton is cast as a country boy who comes to the big city and encounters the subway for the first time. The results are side-splitting and Hamilton has made a comedy that will be ranked as the best he has ever done. His trained goose is worth the price of admission.

The Story

Lloyd is the brightest boy in the New Jersey village and his patent mosquito proof walking suit is the envy of all the villagers until the mosquitoes solve the combination.

Lloyd gets a telegram telling him that he is the sole heir to a fortune, provided he comes to New York and be married before noon. His lawyer has already picked his daughter, Dorothy, as his bride-to-be, who will share the fortune with him.

In New York, Lloyd tries to get on a subway train but is slammed from side to side and at last he gets on a train only to find that it is bound down-town instead of up-town. At the next station he is badly jammed again and after several mishaps reaches the court room just in time to win the fortune. But Dorothy isn't his bride. Just as the preacher says "Do you take this woman—" a fly alights on Lloyd's nose and he shakes his head "No." Dorothy rushes from the court-room and weds the Duke of Saxburg.

To save the fortune Blanche volunteers to wed Lloyd and no sooner has the ceremony been performed than her five fat children greet their new (and fifth) papa.

When they reach their new home, the bride sends Lloyd out to do the shopping and Lloyd tries the subway again, this time loaded with groceries and a goose he has bought. The goose causes more commotion in the train than a four alarm fire.

Back home he finds that they have company. A big storm comes up and the visitors stay all night. Lloyd and his bride sleep on the floor, but when the roof leaks she sends him up to fix the shingles. A sudden gust carries off the roof and Lloyd is carried back to the mosquito's happy hunting grounds.



LLOYD
HAMILTON
IN
EDUCATIONAL-
HAMILTON
COMEDIES.

For Electro Order No. 3348-E
For Mat (Free) Order No. 3348-M

WHAT OTHERS SAY About Recent Hamilton Comedies

"Killing Time (Educational-Hamilton) This is one of the best comedies we have ever had. The Salome dance at the banquet and the actions of Dick Sutherland will make any audience shriek with laughter."

M. G. Kirkman,
Strand Theatre, Hays, Kas.
(From Exhibitors' Herald)

WHO'S WHO in "Crushed"

Lloyd.....LLOYD HAMILTON
Dorothy.....Dorothy Seastrom
Blanche.....Blanche Payson

Written and directed by
Fred Hibbard

EXPLOITATION

Don't forget for a minute that Lloyd Hamilton ranks in drawing power with the big feature stars. From the days of the old "Ham and Bud" Comedies, Lloyd Hamilton has had a huge following and today it is bigger than ever before and it is growing larger and larger with every picture.

His name in front of your theatre is a guarantee of attendance. Profit by this fact and use plenty of the accessories furnished by your exchange. Get your posters in front of your house days in advance of the showing and bill "Crushed" as a coming attraction. Get the slide on the screen and keep it there days before your play dates.

Use the cuts and mats available at your exchange for publicity purposes, and the advance stories printed in this press sheet. The electros and mats are also mighty handy in making up a house program, for the little "Ad" cuts are mighty efficient little "Ads" in themselves.

PARAGRAPHS For Your Program

Added attraction!—Comedy extraordinary!—Lloyd Hamilton's furiously funny two-reel side-splitter—"Crushed." * * *

In addition to the feature—The best comedy we've had in a long time—Lloyd Hamilton in "Crushed"—Two reels of solid laughter. * * *

As full of laughs as a subway express during rush hour—Lloyd Hamilton in his great comedy of New York's subways—"Crushed"—Two reels of exceptional comedy. * * *

More fun than a trip to New York—The big city's subways and Lloyd Hamilton in two reels of the funniest comedy in ages. * * *

Lloyd Hamilton and a big cast of clever comedians in "Crushed," his famous and funny two-reel comedy. More laughs than there are strap-hangers in New York's subways.

HAMILTON'S NEW
SUBWAY COMEDY
CLEVERLY DONE

Rush Hour in New York
Underground System
Furnishes Fun

(Newspaper review for use after showing
of picture)

The combination of Lloyd Hamilton, New York subway trains and a trained goose proved irresistible to audiences at the Theatre last night and the result was a half-hour of hilarity. The occasion was the showing of Lloyd Hamilton's latest comedy, "Crushed," which uses the big city's underground rapid transit system as a background for a very clever comedy.

Hamilton has constructed a subway set that is very realistic and through which the crowds rush in a convincing manner. The subway jam is, of course, the big laugh-getting device and Hamilton, as the country boy in the big city, makes the most of the comedy possibilities of the sequence.

There are several other sequences in the comedy equally good. Hamilton is a citizen of a mosquito-infested New Jersey village and a very funny sequence shows his clever invention to foil the insects.

Dorothy Seastrom is his leading lady. Blanche Payson is seen in support. The picture was written and directed by Fred Hibbard.

HAMILTON USES
SUBWAY SYSTEM

(Newspaper review for use after showing
of picture)

Lloyd Hamilton has enlisted the aid of the New York subway system in producing "Crushed," one of his funniest comedies, seen at the Theatre last night, for the picture has as background and groundwork the underground railway system of the great metropolis.

Hamilton is one of the cleverest of the present day comedians and his familiar characterization of the unsophisticated country boy is familiar to all theatre goers. In this picture he is again the country boy who goes to the city and his side-splitting experiences in the subway rush form the basis of a great part of the comedy. In addition, there are numerous sequences as clever, which themselves lift the picture far out of the class of the ordinary run of comedies.

Hamilton is supported by Dorothy Seastrom, his beautiful blonde leading lady this season, and by Blanche Payson. The picture was directed by Fred Hibbard.

HAMILTON USES SUBWAY SETTING
FOR FIRST TIME IN COMEDY



LLOYD HAMILTON
and
DOROTHY SEASTROM
In a scene from
"CRUSHED"

For Electro Order No. 3433-E
For Mat (Free) Order No. 3433-M

RUSH HOUR USED
IN NEW COMEDY

(Prepared as advance publicity story)

Lloyd Hamilton has just about given up the idea of spending his next vacation in New York, as he has enjoyed all the comforts (?) of the big city's subway system during the production of his latest comedy, "Crushed" which will be at the Theatre

Hamilton got the idea of a subway comedy during his last visit to New York and proceeded to produce it. Among his technical staff he found a number of native New Yorkers, who constructed a very realistic subway station and train and the extra-list provided hundreds of ex-New Yorkers who staged the celebrated subway rush.

Hamilton will be seen as a country boy who comes to the city and encounters the problems of underground transportation for the first time. Some of the funniest of the clever gags employed will center around a trained goose.

Constructs Replica of
Station and Trains
For New Comedy

(Prepared as advance publicity story)

For years the New York subway crush has been the butt of many jokes on and off the stage, but it remained for Lloyd Hamilton to use the underground transit system of the big city as the central idea in a comedy. This picture, a Hamilton Comedy, will be the comedy attraction at the Theatre

Hamilton spends his vacation each year in New York and it was on his last sojourn to that city that the inspiration for "Crushed" came to him. On his return to Hollywood plans to film the unique comedy were made and a set duplicating a subway station was erected from photographs procured from New York. A subway train was constructed and the cars are correct in every detail even to the straps which give the New York "straphanger" his name. The station has up and down town tracks on which the trains run and is a replica of a busy "express" stop. A

street set reproducing one of New York's busy corners, has a realistic "kiosk" as the subway entrances are called.

Fred Hibbard, who directed the comedy, is a New York boy and was born and brought up within sight and sound of the subway. He declares the familiar sight of mobs crushing each other, fighting to get into trains, although absolutely true to life, did NOT make him homesick for his old home town!

LLOYD HAMILTON
IN NEW COMEDY

(Prepared as advance publicity story)

Lloyd Hamilton will be seen in his latest two-reel Educational-Hamilton Comedy, "Crushed," at the Theatre, supported by a cast including Dorothy Seastrom, his new leading lady, Blanche Payson, Tommy Hicks, and others.

"Crushed" is claimed to be the funniest comedy Hamilton has ever made. A set duplicating in every detail one of New York's subway stations was erected and much of the comedy action takes place in this location. All the realism of the famous rush hour was injected into the scenes.

Several other clever episodes are worked into the comedy.

HAMILTON IS REAL FEATURE STAR. DON'T OVERLOOK ADVERTISING VALUE OF HIS BIG NAME

Lloyd Hamilton has reached the stage of popularity where he is considered a real feature star. Pictures of five or more reels in which he has been starred have been real successes, proving that his name is big enough to carry an entire show.

In Hamilton Comedies, exhibitors have the same big chance to reap a harvest on Hamilton's name. He is just as big a drawing card in two-reel Hamilton Comedies as he is in the long features, but many short-sighted exhibitors still regard the two-reel comedies as "fillers" regardless of the star, overlooking entirely the box-office value of the star's name.

The two-reel comedy on your program is there for a definite purpose—to give your patrons a half an hour of comedy and to lend diversity to your bill. If it were only a "filler" it would have passed out of the industry as soon as the "super-feature" in

eight or ten reels made its appearance. But patrons and far-seeing exhibitors demanded the curtailment of length of these long pictures so that their programs might contain the elements of a well balanced bill. These exhibitors realized that no one picture, with a few possible exceptions, was strong enough to provide an entire evening's entertainment for their patrons. The "filler" days of the Short Subject have passed.

Just as your program is incomplete without a comedy, so your advertising is incomplete without mention of your two-reel comedy on the program. Just as the comedy has a definite place on your bill, so it has hundreds of followers, to whom this half-hour of fun is the most entertaining feature of the program. Include the Short Subject in your advertising to appeal to the lovers of comedy and give the reputation of the star a chance to work for your box-office.



Educational Pictured
One Column by One Inch "Ad" Cut
For Electro Order No. 3434-E
For Mat (Free) Order No. 3434-M

Educational Pictured
Two Column by One and One Half Inch "Ad" Cut
For Electro Order No. 3435-E
For Mat (Free) Order No. 3435-M

For Three Column Cut on Page One Order
Electro No. 3436-E Mat (Free) No. 3436-M

ACCESSORIES

* * *

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets
Duo Tint 11 x 14 Lobby Cards

(Eight cards to set)

One Column Newspaper Publicity Cuts and Mats

One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts and Mats

Two Column, One and One Half Inch "Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats
(Mats Free)

And the Fullest Cooperation from Your Exchange
(Cuts and mats must be ordered by number)

CATCHLINES

For Newspaper "Ads"

"Crushed"—Two reels crowded with side-splitting comedy. Lloyd Hamilton at his best.

* * *

A side-splitting avalanche of comedy—Lloyd Hamilton in his latest two-reel fun-fest, "Crushed."

* * *

See the famous New York subway rush at its fastest and funniest in Lloyd Hamilton's new comedy, "Crushed."

* * *

Packed with laughs—Jammed with fun—Bursting with side-splitting comedy—Lloyd Hamilton's latest fun-film, "Crushed."

* * *

Lloyd Hamilton in a clever and unique comedy of New York's famous subways, "Crushed," a laughing treat you'll never forget.

This document is from the Library of Congress
“Motion Picture Copyright Descriptions Collection,
1912-1977”

Collections Summary:

The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

Class M Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi021002>



National Audio-Visual Conservation Center
The Library of Congress